



Request for Proposal – Special Olympics Youth Video

Background

Special Olympics is an international movement that unleashes the human spirit through the transformative power and joy of sports every day around the world. Providing sports training and competition to individuals with intellectual disabilities, Special Olympics also provides daily programming in the areas of health, education and community.

Young people, with and without intellectual disabilities, together are a vital part of the Special Olympics movement. Through their leadership and activation they are paving the way for communities of welcome in their schools and their hometowns. They participate in Special Olympics sports together as Unified Sports athletes and partners, building friendships on the playing field that transcend into their everyday lives. They are setting examples of inclusion by building friendships and sending a message of respect to all of their peers.

Special Olympics currently serves four million athletes in more than 170 countries. There are thousands of schools and young people already engaged with the movement and our desire is to build this base so we have supporters and advocates for a lifetime.

Project

Special Olympics is seeking a production company or consultant who can capture the spirit of youth engagement in a video that can explain to the public what Special Olympics is and showing how youth play a vital role in the movement.

The video would be no more than 5 minutes long and should not only use video footage of Special Olympics activities, but also graphics to share data and impact. The target audience would be school administrators and key influencers of youth programming with a desired outcome that they would be excited and inspired to activate with Special Olympics and its youth programming, including Project UNIFY.

In addition, there would be a 60 second, 30 second and 15 second public service announcement to accompany the video that would attract young people to get involved in Special Olympics.

Budget and Timeframe

The budget for the project is \$90,000, which would need to include all out-of-pocket expenses (travel, shipping, etc.).

It is our desire to have a final video and PSA by September 30, 2012.

Deliverables

- Concept design, story board and script(s) for approvals
- Rough cuts for approvals
- Hi-Res long version video (5 minutes or less) master and digital versions in various formats
- Hi Res Public Service Announcement in 60 seconds, 30 seconds and 15 seconds masters and in various digital formats



Your Proposal:

We ask that you **please submit a written proposal with CV by 5 PM EST June 29, 2012** that includes the following:

- What is your company's core area of expertise?
- What basic procedures to you follow through the stages of production?
- If you choose to use existing Special Olympics footage, would you have staff to review the footage?
- What is your approach to production and direction for this type of work?
- Since you would work closely with member of the Special Olympics Communications and Marketing team, what ideas and management style to do you suggest so there is a seamless approach
- Please provide links to successful videos you have created that are similar to what we want to create.
- Do you have any partners or relations with companies who many be willing to support our efforts?
- Would you consider adding a pro bono contribution to the project to maximize the budget?

Contact:

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